

Rep Order# 8841420 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 36946

Printed: 09/21/2012 12:42 PM
Last Received: 09/21/2012 12:38 PM
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FOR US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
TOTAL - \$35,285
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	500A-600A		:30	\$225.00	09/12-09/14	4	1	4	\$900.00	
				Buyline Comment: 6A NEWS								
	2	M-TU	500A-600A		:30	\$225.00	09/17-09/18	3	1	3	\$675.00	
				Buyline Comment: 6A NEWS								
	3	W-F	600A-700A		:30	\$245.00	09/12-09/14	3	1	3	\$735.00	
				Buyline Comment: 6A NEWS								
	4	M-TU	600A-700A		:30	\$245.00	09/17-09/18	2	1	2	\$490.00	
				Buyline Comment: 6A NEWS								
	5	W-F	700A-900A		:30	\$150.00	09/12-09/14	3	1	3	\$450.00	
				Buyline Comment: EARLY SHOW								
	6	M-TU	700A-900A		:30	\$150.00	09/17-09/18	2	1	2	\$300.00	
				Buyline Comment: EARLY SHOW								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	W-F	900A-1000A		:30	\$250.00	09/12-09/14	3	1	3	\$750.00	
				Buyline Comment: LIVE WITH KELLY								
	8	M-TU	900A-1000A		:30	\$250.00	09/17-09/18	2	1	2	\$500.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1000A-1100A		:30	\$400.00	09/12-09/14	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	1000A-1100A		:30	\$1,000.00	09/17-09/18	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	1100A-1200P		:30	\$500.00	09/12-09/14	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
	12	M-TU	1100A-1200P		:30	\$1,500.00	09/17-09/18	1	1	1	\$1,500.00	
				Buyline Comment: YOUNG & RESTLESS								
	13	W-F	1200P-1230P		:30	\$225.00	09/12-09/14	3	1	3	\$675.00	
				Buyline Comment: NOON NEWS								
	14	M-TU	1200P-1230P		:30	\$225.00	09/17-09/18	2	1	2	\$450.00	
				Buyline Comment: NOON NEWS								
	15	W-F	1230P-200P		:30	\$325.00	09/12-09/14	1	1	1	\$325.00	
				Buyline Comment: BOLD/LET'S MAKE								
	16	W-F	200P-300P		:30	\$350.00	09/12-09/14	1	1	1	\$350.00	
				Buyline Comment: TALK - CBS								

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	17	W-F	300P-400P		:30	\$325.00	09/12-09/14	3	1	3	\$975.00	
				Buyline Comment: ELLEN								
	18	M-TU	300P-400P		:30	\$325.00	09/17-09/18	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
	19	W-F	430P-500P		:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: 430P NEWS								
	20	M-TU	430P-500P		:30	\$300.00	09/17-09/18	2	1	2	\$600.00	
				Buyline Comment: 430P NEWS								
	21	W-F	500P-630P		:30	\$375.00	09/12-09/14	6	1	6	\$2,250.00	
				Buyline Comment: NEWS								
	22	M-TU	500P-630P		:30	\$375.00	09/17-09/18	2	1	2	\$750.00	
				Buyline Comment: NEWS								
	23	W-F	630P-700P		:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: INSIDE EDITION								
	24	M-TU	630P-700P		:30	\$300.00	09/17-09/18	2	1	2	\$600.00	
				Buyline Comment: INSIDE EDITION								
	25	W-F	700P-800P		:30	\$325.00	09/12-09/14	3	1	3	\$975.00	
				Buyline Comment: ET/INSIDER								
	26	M-TU	700P-800P		:30	\$325.00	09/17-09/18	2	1	2	\$650.00	
				Buyline Comment: ET/INSIDER								
	27	W-F	1100P-1135P		:30	\$500.00	09/12-09/14	3	1	3	\$1,500.00	
				Buyline Comment: 11P NEWS								

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	38	SU	800A-830A		:30	\$850.00	09/16-09/16	1	1	1	\$850.00	
				Buyline Comment: 8A NEWS								
	39	SU	930A-1000A		:30	\$175.00	09/16-09/16	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
	40	SU	1000A-100P		:30	\$1,800.00	09/16-09/16	0	0	0	\$0.00	
				Buyline Comment: NFL								
	41	SU	500P-700P		:30	\$225.00	09/16-09/16	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS SUN								
	42	SU	700P-800P		:30	\$3,375.00	09/16-09/16	1	1	1	\$3,375.00	
				Buyline Comment: 60 MIN								
	*43	W	800P-900P	BIG BROTHER	:30	\$1,600.00	09/12-09/12	1	1	1	\$1,600.00	
				Sales Remark: V5 ..								
				V5 Comment Changed, Rate Changed								
	*44	SU	900P-1000P	THE GOOD WIFE	:30	\$1,200.00	09/16-09/16	1	1	1	\$1,200.00	
				Sales Remark: V5 .								
				V5 Comment Changed, Rate Changed								
	45	W-F	400A-459A	4A NEWS	:30	\$20.00	09/12-09/14	3	1	3	\$60.00	
	46	M-TU	400A-459A	4A NEWS	:30	\$20.00	09/17-09/18	2	1	2	\$40.00	
	*47	M-TU	137A-237A	ELEC PLAY/ET	:30	\$40.00	09/17-09/18	2	1	2	\$80.00	
				Sales Remark: V5 .								
				V5 Added								

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	*48	W-F	137A-237A	ELEC PLAY/ET	:30	\$20.00	09/12-09/14	1	1	1	\$20.00	
		Sales Remark: V5 .										
		V5 Added										

---REPORT TOTALS---

Report Totals: 84 / \$35,285.00

---SALES MONTHLY TOTALS---

Sep 12: 84 / \$35,285.00

Sales Totals: 84 / \$35,285.00

Station Totals: 84 / \$35,285.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$117,617	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+